

ESTTA Tracking number: **ESTTA696641**

Filing date: **09/17/2015**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Dentsu Aegis Network France
Granted to Date of previous extension	09/20/2015
Address	4 Place de Saverne Courbevoie, 92400 FRANCE
Attorney information	Susan Upton Douglass Fross Zelnick Lehrman & Zissu, P.C. 866 United Nations Plaza New York, NY 10017 UNITED STATES sdouglass@frosszelnick.com

### Applicant Information

Application No	86415874	Publication date	03/24/2015
Opposition Filing Date	09/17/2015	Opposition Period Ends	09/20/2015
Applicant	Carrot Creative, LLC Suite 1101 Brooklyn, NY 11201 UNITED STATES		

### Goods/Services Affected by Opposition


<p>Class 035. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Brand concept and brand development services for corporate clients; Marketing and branding services, namely, performing consumer insight and brand strategy of company logos; Social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions</p>
<p>Class 042. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Computer graphics services; Computer programming; Computer programming services; Computer services in the nature of customized web pages featuring user-defined information, personal profiles and information; Computer services, namely, creating an on-line community for registered users to participate in competitions, showcase their skills, get feedback from their peers, form virtual communities, engage in social networking and improve their talent; Computer services, namely, creating an on-line community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking; Computer services, namely, creating and maintaining web sites for others; Computer services, namely, designing and implementing network web pages for others; Computer services, namely, designing and implementing web sites for others; Computer services, namely, hosting and maintaining an on-line web site for others to display information about their companies;</p>

Computer services, namely, managing web sites for others; Computersite design; Design of home pages; Design of home pages and web sites; Design of homepages and web-sites; Design, creation, hosting and maintenance of internetsites for third parties; Design, creation, hosting, maintenance of web sites for others; Designing web sites for advertising purposes; Development, design and updating of home pages; Graphic art design; Graphic arts designing; Graphic design; Graphic design services; Graphic illustration services for others; Providing graphic and multimedia design services for the purpose of promoting the goods and services of others; web site design

## Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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## Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3862934	Application Date	10/14/2009
Registration Date	10/19/2010	Foreign Priority Date	NONE
Word Mark	CARAT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1996/12/31 First Use In Commerce: 1996/12/31 Advertising and advertisement services; advertising and publicity services; services of advertising agencies; distribution of advertising materials; business organization consultancy; promoting the goods and services of others by arranging for sponsors to affiliate their goods and services with events and exhibitions, namely, awards programs, sports competitions, sporting activities, product or service launches, charitable events, musical or entertainment exhibitions, and corporate events; marketing research and analysis; data processing services; business management activities, namely, negotiating and closing of commercial transactions for others; business statistical studies and analysis; commercial research; market research studies using qualitative and quantitative research methods; barter exchange services, namely, providing commercial barter and trade exchange of products and services; providing consulting services in the field of facilitating the planning, buying, and selling of media; customer relationship management; organization of exhibitions for commercial or advertising purposes; promoting sports competitions and/or events of others		

U.S. Registration No.	1573741	Application Date	10/28/1988
Registration Date	12/26/1989	Foreign Priority Date	04/29/1988
Word Mark	CARAT		

Design Mark	<b>CARAT</b>
Description of Mark	NONE
Goods/Services	<p>Class 035. First use: First Use: 0 First Use In Commerce: 0 BUSINESS MANAGEMENT CONSULTING SERVICES</p> <p>Class 036. First use: First Use: 0 First Use In Commerce: 0 WHOLESALE BROKERING TO ADVERTISERS AND ADVERTISING AGEN- CIES OF COMMERCIAL ADVERTISING TIME AND SPACE ON TELEVISION, RADIO AND IN PRINT MEDIA INCLUDING NEWSPAPERS AND MAGAZINES; [ REAL ESTATE INVESTMENT, LEASING AND ] MANAGEMENT SERVICES</p> <p>Class 038. First use: First Use: 0 First Use In Commerce: 0 RADIO AND TELEVISION BROADCASTING SERVICES</p> <p>Class 041. First use: First Use: 0 First Use In Commerce: 0 BOOK AND TEXT PUBLISHING, FILM PRODUCING, SOUND RECORDING, MOVIE STUDIO OPERATING, PRODUCING RADIO AND TELEVISION PRO- GRAMS, RENTAL OF SOUND RECORDING AND MOTION PICTURES, RENTAL OF MOVIE PROJECTORS AND ACCESSORIES</p>

Related Proceed-ings	91220720
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Attachments	<p>77848605#TMSN.png( bytes )</p> <p>73760280#TMSN.png( bytes )</p> <p>CARROT CREATIVE - Notice of Opposition (F1775106x96B9E).pdf(703395 bytes )</p>
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### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/sud/
Name	Susan Upton Douglass
Date	09/17/2015

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Opposer's Ref: AGMF 1407503

In the Matter of Application Serial No. 86/415874  
Mark: CARROT CREATIVE

Dentsu Aegis Network France	X	
Opposer,	:	
- against -	:	
Carrot Creative, LLC,	:	Opposition No. _____
Applicant.	:	
Box TTAB	X	
FEE		

**NOTICE OF OPPOSITION**

Dentsu Aegis Network France, a French corporation, located and doing business at 4 Place de Saverne, Courbevoie, 92400, France (“Opposer”), believes that it would be damaged by the issuance of a registration for the trademark CARROT CREATIVE as applied for in Application Serial No. 86/415874 and therefore opposes the same. As grounds for its opposition, Opposer, by its attorneys Fross Zelnick Lehrman & Zissu, P.C., alleges as follows:

1. Since at least as early as 1996, and prior to any date upon which Applicant can rely, Opposer or its predecessors-in-interest has used in commerce the mark CARAT for advertising and marketing services, specializing in media planning and buying, and in digital and non-traditional media solutions, and is continuing to do so. Opposer has invested a substantial amount of time, effort and money in promoting the CARAT mark. As a result, the mark has

become distinctive of Opposer's services and has come to represent enormous goodwill for Opposer.

2. Opposer owns U.S. Registration No. 3862934, filed on October 14, 2009 and issued October 19, 2010, based on use in commerce since at least as early as December 31, 1996, for the mark CARAT for "Advertising and advertisement services; advertising and publicity services; services of advertising agencies; distribution of advertising materials; business organization consultancy; promoting the goods and services of others by arranging for sponsors to affiliate their goods and services with events and exhibitions, namely, awards programs, sports competitions, sporting activities, product or service launches, charitable events, musical or entertainment exhibitions, and corporate events; marketing research and analysis; data processing services; business management activities, namely, negotiating and closing of commercial transactions for others; business statistical studies and analysis; commercial research; market research studies using qualitative and quantitative research methods; barter exchange services, namely, providing commercial barter and trade exchange of products and services; providing consulting services in the field of facilitating the planning, buying, and selling of media; customer relationship management; organization of exhibitions for commercial or advertising purposes; promoting sports competitions and/or events of others," in Class 35; and U.S. Registration No. 1573741, filed on October 28, 1988 and issued on December 26, 1989, for the mark CARAT, for "business management and consulting services," in Class 35, "wholesale brokering to advertisers and advertising agencies of commercial advertising time and space on television, radio and in print media including newspapers and magazines; management services," in Class 36, "radio and television broadcasting services," in Class 38, and "book and text publishing, film producing, sound recording, movie studio operating, producing radio and

television programs, rental of sound recording and motion pictures, rental of movie projectors and accessories,” in Class 41. Opposer's registrations are valid, subsisting, and in full force and effect. In addition, Registration No. 1573741 has become incontestable under Sec. 15 of the Trademark Act, and as such, this registration serves as conclusive evidence of Opposer's exclusive right to use the mark. TSDR copies of these registrations are attached as Exhibit A.

3. On October 6, 2014, Applicant, Carrot Creative, LLC, filed an application to register the mark CARROT CREATIVE for “Brand concept and brand development services for corporate clients; Marketing and branding services, namely, performing consumer insight and brand strategy of company logos; Social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions” in Class 35, and “Computer graphics services; Computer programming; Computer programming services; Computer services in the nature of customized web pages featuring user-defined information, personal profiles and information; Computer services, namely, creating an on-line community for registered users to participate in competitions, showcase their skills, get feedback from their peers, form virtual communities, engage in social networking and improve their talent; Computer services, namely, creating an on-line community for registered users to participate in discussions, get feedback from their peers, form virtual communities, and engage in social networking; Computer services, namely, creating and maintaining web sites for others; Computer services, namely, designing and implementing network web pages for others; Computer services, namely, designing and implementing web sites for others; Computer services, namely, hosting and maintaining an on-line web site for others to display information about their companies; Computer services, namely, managing web sites for others; Computer site design; Design of home pages; Design of home pages and web

sites; Design of homepages and web-sites; Design, creation, hosting and maintenance of internet sites for third parties; Design, creation, hosting, maintenance of web sites for others; Designing web sites for advertising purposes; Development, design and updating of home pages; Graphic art design; Graphic arts designing; Graphic design; Graphic design services; Graphic illustration services for others; Providing graphic and multimedia design services for the purpose of promoting the goods and services of others; web site design” in Class 42, with an intent-to-use basis. This application was assigned Ser. No. 86/415874.

4. On information and belief, Applicant made no use of the CARROT CREATIVE mark prior to its filing date. Therefore, Opposer has priority.

5. The mark that Applicant seeks to register, CARROT CREATIVE, features the word CARROT (the word CREATIVE has been disclaimed because it is merely descriptive). The word CARROT is phonetically identical in sound to Opposer's CARAT marks. Attached as Exhibit B are electronic dictionary printouts showing the phonetic equivalence of the words CARROT and CARAT.

6. The mark CARROT CREATIVE is also visually similar to the mark CARAT, and will be used for the same category of services for which Opposer uses its registered marks.

7. Based on the similarities of the marks and services, the public is likely to associate the services intended to be offered by Applicant under the mark CARROT CREATIVE with Opposer or with Opposer's CARAT services, or to believe that Applicant's services are sponsored, endorsed or licensed by Opposer, or that there is some relationship between Applicant and Opposer.

8. For the above reasons, any use of the mark CARROT CREATIVE by Applicant is likely to cause confusion, cause mistake or deceive the public, and cause the public to believe

that the services offered under the CARROT CREATIVE mark emanate from or are otherwise sponsored by or endorsed by Opposer, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

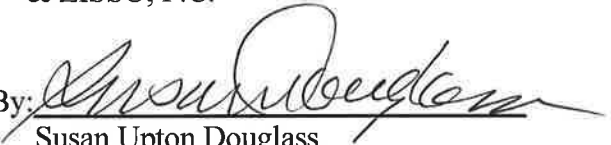
By reason of the foregoing, Opposer will be damaged by the registration of the mark CARROT CREATIVE to Applicant.

WHEREFORE, it is respectfully requested that this opposition be sustained and that the registration sought by Application Serial No. 86/415874 be denied.

Dated: New York, New York  
September 17, 2015

Respectfully submitted,

FROSS ZELNICK LEHRMAN  
& ZISSU, P.C.

By: 

Susan Upton Douglass  
Attorneys for Opposer  
866 United Nations Plaza  
New York, New York 10017  
(212) 813-5900

CERTIFICATE OF SERVICE

I hereby certify that a copy of the foregoing was served by prepaid, first-class mail upon Applicant's attorney, Kimberly B. Herman, Esq., Sullivan & Worcester LLP, One Post Office Square, Boston, Massachusetts, 02109, this 17<sup>th</sup> day of September, 2015.

By:   
Susan Upton Douglass



# EXHIBIT A

Generated on: This page was generated by TSDR on 2015-09-16 17:29:19 EDT

Mark: CARAT

CARAT

US Serial Number: 77848605  
US Registration Number: 3862934  
Register: Principal  
Mark Type: Service Mark  
Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.  
Status Date: Oct. 19, 2010  
Publication Date: Aug. 03, 2010

Application Filing Date: Oct. 14, 2009

Registration Date: Oct. 19, 2010

## Mark Information

Mark Literal Elements: CARAT  
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.  
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

## Related Properties Information

Claimed Ownership of US Registrations: 1573741

## Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "...\* identify additional (new) wording in the goods/services.

**For:** Advertising and advertisement services; advertising and publicity services; services of advertising agencies; distribution of advertising materials; business organization consultancy; promoting the goods and services of others by arranging for sponsors to affiliate their goods and services with events and exhibitions, namely, awards programs, sports competitions, sporting activities, product or service launches, charitable events, musical or entertainment exhibitions, and corporate events; marketing research and analysis; data processing services; business management activities, namely, negotiating and closing of commercial transactions for others; business statistical studies and analysis; commercial research; market research studies using qualitative and quantitative research methods; barter exchange services, namely, providing commercial barter and trade exchange of products and services; providing consulting services in the field of facilitating the planning, buying, and selling of media; customer relationship management; organization of exhibitions for commercial or advertising purposes; promoting sports competitions and/or events of others

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 31, 1996

Use in Commerce: Dec. 31, 1996

## Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

## Current Owner(s) Information

Owner Name: DENTSU AEGIS NETWORK FRANCE  
Owner Address: 4 PLACE DE SAVERNE  
COURBEVOIE 92400  
FRANCE  
Legal Entity Type: CORPORATION  
State or Country Where Organized: FRANCE

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## Attorney/Correspondence Information

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<b>Attorney Name:</b> Susan Upton Douglass	<b>Attorney of Record</b>	<b>Docket Number:</b> AGMF 1002288
<b>Attorney Primary Email Address:</b> <a href="mailto:sdouglass@frosszelnick.com">sdouglass@frosszelnick.com</a>	<b>Attorney Email Authorized:</b> No	
<b>Correspondent</b>		
<b>Correspondent Name/Address:</b> Susan Upton Douglass Fross Zelnick Lehrman & Zissu, P.C. 866 United Nations Plaza New York, NEW YORK 10017 UNITED STATES		
<b>Phone:</b> 212-813-5900	<b>Fax:</b> 212-813-5901	
<b>Correspondent e-mail:</b> <a href="mailto:sdouglass@frosszelnick.com">sdouglass@frosszelnick.com</a>	<b>Correspondent e-mail Authorized:</b> No	
<b>Domestic Representative</b>		
<b>Domestic Representative Name:</b> Susan Upton Douglass	<b>Phone:</b> 212-813-5900	
<b>Fax:</b> 212-813-5901		
<b>Domestic Representative e-mail:</b> <a href="mailto:sdouglass@frosszelnick.com">sdouglass@frosszelnick.com</a>	<b>Domestic Representative e-mail Authorized:</b> Yes	

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## Prosecution History

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Date	Description	Proceeding Number
Feb. 25, 2015	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Oct. 19, 2010	REGISTERED-PRINCIPAL REGISTER	
Aug. 03, 2010	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Aug. 03, 2010	PUBLISHED FOR OPPOSITION	
Jun. 28, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	76532
Jun. 25, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 24, 2010	EXAMINER'S AMENDMENT ENTERED	88888
Jun. 24, 2010	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Jun. 24, 2010	EXAMINERS AMENDMENT E-MAILED	6328
Jun. 24, 2010	EXAMINERS AMENDMENT -WRITTEN	78439
May 20, 2010	TEAS/EMAIL CORRESPONDENCE ENTERED	76532
May 20, 2010	CORRESPONDENCE RECEIVED IN LAW OFFICE	76532
May 20, 2010	ASSIGNED TO LIE	76532
Apr. 28, 2010	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Apr. 21, 2010	ATTORNEY REVOKED AND/OR APPOINTED	
Apr. 21, 2010	TEAS REVOKE/APPOINT ATTORNEY RECEIVED	
Jan. 22, 2010	NOTIFICATION OF NON-FINAL ACTION E-MAILED	6325
Jan. 22, 2010	NON-FINAL ACTION E-MAILED	6325
Jan. 22, 2010	NON-FINAL ACTION WRITTEN	78439
Jan. 15, 2010	ASSIGNED TO EXAMINER	78439
Oct. 19, 2009	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 17, 2009	NEW APPLICATION ENTERED IN TRAM	

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## TM Staff and Location Information

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<b>TM Staff Information - None</b>	
<b>File Location</b>	
<b>Current Location:</b> PUBLICATION AND ISSUE SECTION	<b>Date in Location:</b> Oct. 19, 2010

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## Assignment Abstract Of Title Information

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**Summary**

Total Assignments: 1

Registrant: AEGIS MEDIA FRANCE

### Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: 5463/0202

Pages: 2

Date Recorded: Feb. 20, 2015

Supporting Documents: [assignment-tm-5463-0202.pdf](#)

#### Assignor

Name: [AEGIS MEDIA FRANCE](#)

Execution Date: Feb. 04, 2014

Legal Entity Type: CORPORATION

State or Country Where Organized: FRANCE

#### Assignee

Name: [DENTSU AEGIS NETWORK FRANCE](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: FRANCE

Address: 4 PLACE DE SAVERNE  
COURBEVOIE, FRANCE 92400

#### Correspondent

Correspondent Name: SUSAN UPTON DOUGLASS

Correspondent Address: FROSS ZELNICK LEHRMAN & ZISSU, P.C.  
866 UNITED NATIONS PLAZA  
NEW YORK, NY 10017

Domestic Representative - Not Found

## Proceedings

#### Summary

Number of Proceedings: 1

#### Type of Proceeding: Opposition

Proceeding Number: [91220720](#)

Filing Date: Feb 20, 2015

Status: Pending

Status Date: Feb 20, 2015

Interlocutory Attorney: MIKE WEBSTER

#### Defendant

Name: Carrot Creative, LLC

Correspondent Address: KIMBERLY B HERMAN  
SULLIVAN & WORCESTER LLP  
ONE POST OFFICE SQUARE  
BOSTON MA, 02109  
UNITED STATES

Correspondent e-mail: [khorman@sandw.com](mailto:khorman@sandw.com), [trademark@sandw.com](mailto:trademark@sandw.com), [lrobbins@sandw.com](mailto:lrobbins@sandw.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
CARROT	Opposition Pending Plaintiff(s)	<a href="#">86232710</a>	

Name: Dentsu Aegis Network France

Correspondent Address: SUSAN UPTON DOUGLASS  
FROSS ZELNICK LEHRMAN & ZISSU PC  
866 UNITED NATIONS PLAZA  
NEW YORK NY, 10017  
UNITED STATES

Correspondent e-mail: [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)

#### Associated marks

Mark	Application Status	Serial Number	Registration Number
CARAT	Registered	<a href="#">77848605</a>	<a href="#">3862934</a>
CARAT	Renewed	<a href="#">73760280</a>	<a href="#">1573741</a>

#### Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 20, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 20, 2015	Apr 01, 2015

3	PENDING, INSTITUTED	Feb 20, 2015
4	D MOT FOR EXT W/ CONSENT	Mar 26, 2015
5	EXTENSION OF TIME GRANTED	Mar 26, 2015
6	NOTICE OF DEFAULT	Jun 04, 2015
7	D RESP TO BD ORDER/INQUIRY	Jun 18, 2015
8	SUSPENDED	Jul 02, 2015

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Mark: CARAT

**CARAT**

US Serial Number:	73760280	Application Filing Date:	Oct. 28, 1988
US Registration Number:	1573741	Registration Date:	Dec. 26, 1989
Register:	Principal		
Mark Type:	Service Mark		
Status:	The registration has been renewed.		
Status Date:	Nov. 09, 2009		
Publication Date:	Oct. 03, 1989		

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## Mark Information

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Mark Literal Elements: CARAT  
Standard Character Claim: No  
Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

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## Foreign Information

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Priority Claimed:	Yes		
Foreign Application Number:	923747	Foreign Application Filing Date:	Apr. 29, 1988
Foreign Registration Number:	1480752	Foreign Registration Date:	Apr. 29, 1988
Foreign Application/Registration Country:	FRANCE	Foreign Expiration Date:	Apr. 29, 1998

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## Goods and Services

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Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks "\*" identify additional (new) wording in the goods/services.

For:	BUSINESS MANAGEMENT CONSULTING SERVICES	
International Class(es):	035 - Primary Class	U.S Class(es): 101
Class Status:	ACTIVE	
Basis:	44(e)	
For:	WHOLESALE BROKERING TO ADVERTISERS AND ADVERTISING AGENCIES OF COMMERCIAL ADVERTISING TIME AND SPACE ON TELEVISION, RADIO AND IN PRINT MEDIA INCLUDING NEWSPAPERS AND MAGAZINES; [ REAL ESTATE INVESTMENT, LEASING AND ] MANAGEMENT SERVICES	
International Class(es):	036 - Primary Class	U.S Class(es): 100, 101, 102
Class Status:	ACTIVE	
Basis:	44(e)	
For:	RADIO AND TELEVISION BROADCASTING SERVICES	
International Class(es):	038 - Primary Class	U.S Class(es): 100, 101, 104
Class Status:	ACTIVE	
Basis:	44(e)	
For:	BOOK AND TEXT PUBLISHING, FILM PRODUCING, SOUND RECORDING, MOVIE STUDIO OPERATING, PRODUCING RADIO AND TELEVISION PROGRAMS, RENTAL OF SOUND RECORDING AND MOTION PICTURES, RENTAL OF MOVIE PROJECTORS AND ACCESSORIES	
International Class(es):	041 - Primary Class	U.S Class(es): 107
Class Status:	ACTIVE	
Basis:	44(e)	

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## Basis Information (Case Level)

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<b>Filed Use:</b> No	<b>Currently Use:</b> No	<b>Amended Use:</b> No
<b>Filed ITU:</b> No	<b>Currently ITU:</b> No	<b>Amended ITU:</b> No
<b>Filed 44D:</b> Yes	<b>Currently 44D:</b> No	<b>Amended 44D:</b> No
<b>Filed 44E:</b> No	<b>Currently 44E:</b> Yes	<b>Amended 44E:</b> Yes
<b>Filed 66A:</b> No	<b>Currently 66A:</b> No	
<b>Filed No Basis:</b> No	<b>Currently No Basis:</b> No	

## Current Owner(s) Information

**Owner Name:** DENTSU AEGIS NETWORK FRANCE

**Owner Address:** 4 PLACE DE SAVERNE  
COURBEVOIE 92400  
FRANCE

**Legal Entity Type:** CORPORATION **State or Country Where Organized:** FRANCE

## Attorney/Correspondence Information

### Attorney of Record

**Attorney Name:** Lesley S Craig

**Attorney Primary Email Address:** [teas@hirschsimpson.com](mailto:teas@hirschsimpson.com) **Attorney Email Authorized:** Yes

### Correspondent

**Correspondent Name/Address:** Lesley S Craig  
Hirsch Simpson, LLC  
5950 Fairview Road, Suite 100  
Charlotte, NORTH CAROLINA 28210  
UNITED STATES

**Phone:** 303 810 8038 **Fax:** 704 943 3302

**Correspondent e-mail:** [teas@hirschsimpson.com](mailto:teas@hirschsimpson.com) **Correspondent e-mail Authorized:** Yes

### Domestic Representative

**Domestic Representative Name:** BURNS DOANE SWECKER & MATHIS LLP

## Prosecution History

Date	Description	Proceeding Number
Feb. 25, 2015	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Nov. 09, 2009	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	60234
Nov. 09, 2009	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Nov. 03, 2009	TEAS SECTION 8 & 9 RECEIVED	
Nov. 25, 2008	CASE FILE IN TIGRS	
Feb. 18, 2000	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Feb. 18, 2000	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	
Oct. 29, 1999	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Dec. 11, 1996	REGISTERED - SEC. 8 (6-YR) ACCEPTED	
Dec. 07, 1996	POST REGISTRATION ACTION CORRECTION	
Aug. 30, 1996	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	
Jul. 15, 1996	RESPONSE RECEIVED TO POST REG. ACTION	
Jun. 26, 1996	POST REGISTRATION ACTION MAILED - SEC. 8 & 15	
Dec. 21, 1995	REGISTERED - SEC. 8 (6-YR) FILED	
Dec. 26, 1989	REGISTERED-PRINCIPAL REGISTER	
Oct. 03, 1989	PUBLISHED FOR OPPOSITION	
Sep. 05, 1989	NOTICE OF PUBLICATION	
Jul. 13, 1989	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 28, 1989	EXAMINERS AMENDMENT MAILED	

Jun. 16, 1989 CORRESPONDENCE RECEIVED IN LAW OFFICE  
Dec. 23, 1988 UNRESPONSIVE/DUPLICATE PAPER RECEIVED  
Dec. 28, 1988 NON-FINAL ACTION MAILED  
Dec. 07, 1988 ASSIGNED TO EXAMINER

66764

## Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Renewal Date: Dec. 26, 2009

## TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date In Location: Nov. 09, 2009

## Assignment Abstract Of Title Information

### Summary

Total Assignments: 4

Registrant: S.F.E.C. SOCIETE FINANCIERE EUROPEENNE  
DE COMMUNICATION SA

### Assignment 1 of 4

Conveyance: ASSIGNS THE ENTIRE INTEREST

Reel/Frame: 1480/0601

Pages: 2

Date Recorded: Jul. 12, 1996

Supporting Documents: No Supporting Documents Available

### Assignor

Name: S.F.E.C. SOCIETE FINANCIERE EUROPEENNE  
DE COMMUNICATION SA

Execution Date: Dec. 18, 1995

Legal Entity Type: CORPORATION

State or Country Where Organized: FRANCE

### Assignee

Name: CARAT GROUP SA

Legal Entity Type: CORPORATION

State or Country Where Organized: FRANCE

Address: 4, PLACE DE SAVERNE  
92400 COURBEVOIE, FRANCE

### Correspondent

Correspondent Name: VICKERS DANIELS & YOUNG

Correspondent Address: ROBERT V. VICKERS, ESQ.  
2000 TERMINAL TOWER  
CLEVELAND, OH 44113

### Domestic Representative - Not Found

### Assignment 2 of 4

Conveyance: CHANGE OF NAME

Reel/Frame: 2387/0294

Pages: 3

Date Recorded: Oct. 18, 2001

Supporting Documents: assignment-tm-2387-0294.pdf

### Assignor

Name: CARAT GROUP SA

Legal Entity Type: CORPORATION

Execution Date: Dec. 23, 1996

State or Country Where Organized: FRANCE

### Assignee

Name: CARAT FRANCE

Legal Entity Type: CORPORATION

State or Country Where Organized: FRANCE

Address: 4, PLACE DE SAVERNE  
92400 COURBEVOIE, FRANCE

### Correspondent

Correspondent Name: BURNS, DOANE, SWECKER ET AL.



Correspondent Address: B. PARKER LIVINGSTON, JR.  
P.O. BOX 1404  
ALEXANDRIA, VA 22313-1404

Domestic Representative - Not Found

Assignment 3 of 4

Conveyance: CHANGE OF NAME

Reel/Frame: 2800/0278

Pages: 6

Date Recorded: Feb. 26, 2004

Supporting Documents: assignment-tm-2800-0278.pdf

Assignor

Name: CARAT FRANCE

Execution Date: Jun. 27, 2003

Legal Entity Type: JOINT STOCK COMPANY

State or Country Where  
Organized: FRANCE

Assignee

Name: AEGIS MEDIA FRANCE

Legal Entity Type: JOINT STOCK COMPANY

State or Country Where  
Organized: FRANCE

Address: 4, PLACE DE SAVERNE  
COURBEVOIE, FRANCE 92400

Correspondent

Correspondent Name: NORRIS, MCLAUGHLIN & MARCUS, P.A.

Correspondent Address: 220 E. 42ND STREET  
NEW YORK, NY 10017

Domestic Representative - Not Found

Assignment 4 of 4

Conveyance: CHANGE OF NAME

Reel/Frame: 5463/0202

Pages: 2

Date Recorded: Feb. 20, 2015

Supporting Documents: assignment-tm-5463-0202.pdf

Assignor

Name: AEGIS MEDIA FRANCE

Execution Date: Feb. 04, 2014

Legal Entity Type: CORPORATION

State or Country Where  
Organized: FRANCE

Assignee

Name: DENTSU AEGIS NETWORK FRANCE

Legal Entity Type: CORPORATION

State or Country Where  
Organized: FRANCE

Address: 4 PLACE DE SAVERNE  
COURBEVOIE, FRANCE 92400

Correspondent

Correspondent Name: SUSAN UPTON DOUGLASS

Correspondent Address: FROSS ZELNICK LEHRMAN & ZISSU, P.C.  
866 UNITED NATIONS PLAZA  
NEW YORK, NY 10017

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 1

Type of Proceeding: Opposition

Proceeding Number: 91220720

Filing Date: Feb 20, 2015

Status: Pending

Status Date: Feb 20, 2015

Interlocutory Attorney: MIKE WEBSTER

Defendant

Name: Carrot Creative, LLC

Correspondent Address: KIMBERLY B HERMAN  
SULLIVAN & WORCESTER LLP  
ONE POST OFFICE SQUARE  
BOSTON MA , 02109  
UNITED STATES

Correspondent e-mail: kherman@sandw.com , trademark@sandw.com , lrobbins@sandw.com

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CARROT	Opposition Pending Plaintiff(s)	<u>86232710</u>	

Name: Dentsu Aegis Network France

Correspondent Address: SUSAN UPTON DOUGLASS  
FROSS ZELNICK LEHRMAN & ZISSU PC  
866 UNITED NATIONS PLAZA  
NEW YORK NY , 10017  
UNITED STATES

Correspondent e-mail: [sdouglass@frosszelnick.com](mailto:sdouglass@frosszelnick.com)

**Associated marks**

Mark	Application Status	Serial Number	Registration Number
CARAT	Registered	<u>77848605</u>	<u>3862934</u>
CARAT	Renewed	<u>73760280</u>	<u>1573741</u>

**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 20, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 20, 2015	Apr 01, 2015
3	PENDING, INSTITUTED	Feb 20, 2015	
4	D MOT FOR EXT W/ CONSENT	Mar 26, 2015	
5	EXTENSION OF TIME GRANTED	Mar 26, 2015	
6	NOTICE OF DEFAULT	Jun 04, 2015	
7	D RESP TO BD ORDER/INQUIRY	Jun 18, 2015	
8	SUSPENDED	Jul 02, 2015	

# **EXHIBIT B**



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car·rot

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*noun*

dictionary.reference.com/browse/carat?s=ts

PPO TSDR USPTO TA Process TEAS TTABVUE ESTTA Calc-Date Corsearch CTM

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Dictionary.com carat

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carat



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Spell

Syllables

dictionary.reference.com/browse/carrot?s=t

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Syllabification: car·at

Pronunciation: /'kerət/ 